



NEVADA
COMMISSION
ON TOURISM

Second Quarter 2010 VOLUME XVIII

A Digest of Statistical Information on the Nevada Tourism Industry

Discover *the* Facts

NUMBER OF VISITORS TO NEVADA

Month	2009	2010	PERCENT
December	4,665,863	4,576,691	-1.9%
November	4,118,438	4,197,123	1.9%
October	4,124,411	4,179,846	1.3%
September	4,361,312	4,105,000	-5.9%
August	4,175,696	4,185,000	0.2%
July	4,910,243	4,185,000	-14.8%
June	4,547,530	4,619,041	1.6%
May	4,616,031	4,408,812	-4.5%
April	4,669,235	4,585,859	-1.8%
March	4,951,404	4,438,632	-10.4%
February	4,855,796	4,642,005	-4.4%
January	4,582,332	4,681,991	2.2%
TOTAL	54,148,292	52,582,500	-2.9%

County	2009	2010	PERCENT
Clark	41,000,312	39,710,164	-3.1%
Washoe	7,866,536	8,352,251	6.2%
Lincoln	895,323	5,146,790	475.2%
White Pine	1,424,351	1,294,446	-9.1%
Esmeralda	1,783,000	1,668,000	-6.4%
Other Counties	14,389,533	13,387,491	-7.0%

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NEVADA
COMMISSION
ON TOURISM

Visitor Volume

The number of visitors to Nevada.

MONTH	2008	2009	PERCENT CHANGE
July	4,692,359	4,490,603	(4.3%)
August	4,663,263	4,379,188	(6.1%)
September	4,069,869	4,220,467	3.7%
October	4,271,344	4,260,492	(0.3%)
November	3,769,356	3,818,566	1.3%
December	3,763,369	3,780,384	0.5%

MONTH	2009	2010	PERCENT CHANGE
January	3,687,795	3,724,163	1.0%
February	3,742,928	3,765,087	0.6%
March	4,303,630	4,290,320	(0.3%)
April	4,266,579	4,272,899	0.1%
May	4,268,567	4,304,915	0.9%
June	4,232,842	4,377,697	3.4%
TOTAL (Rolling 12 months)	49,731,901	49,684,782	(0.1%)

Second Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:			
Las Vegas	9,350,884	9,569,337	2.3%
Laughlin	641,712	606,173	(5.5%)
Mesquite	290,247	260,653	(10.2%)
Washoe County	1,147,145	1,189,681	3.7%
All other counties	1,338,000	1,329,667	(0.6%)
TOTAL (State)	12,767,988	12,955,511	1.5%

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2008	2009	PERCENT CHANGE
July	301,071	297,569	(1.2%)
August	604,226	268,702 *	(55.5%)
September	395,548	443,506 *	12.1%
October	445,645	404,536	(9.2%)
November	565,434	487,418	(13.8%)
December	159,868	170,774	6.8%

MONTH	2009	2010	PERCENT CHANGE
January	603,982	500,570	(17.1%)
February	621,498	562,663	(9.5%)
March	543,649	569,605	4.8%
April	520,226	552,834	6.3%
May	449,889	455,976	1.4%
June	456,393	453,850	(0.6%)
TOTAL (Rolling 12 months)	5,667,429	5,168,003	(8.8%)

Second Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:			
Las Vegas	1,112,046	1,130,785	1.7%
Laughlin	29,996	24,162	(19.4%)
Washoe County	173,886	181,258	4.2%
All other counties	110,580	126,455	14.4%
TOTAL (State)	1,426,508	1,462,660	2.5%

*Due to show rotation differences (i.e. tradeshow occurring in September 2009 vs. August 2008).

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2008	2009	NET CHANGE
July	82.9%	79.6%	(3.3)
August	84.5%	77.9%	(6.6)
September	79.8%	79.3%	(0.5)
October	79.0%	77.2%	(1.8)
November	73.1%	71.9%	(1.2)
December	67.2%	63.9%	(3.3)

MONTH	2009	2010	NET CHANGE
January	67.4%	65.5%	(1.9)
February	77.5%	74.8%	(2.7)
March	79.7%	77.8%	(1.9)
April	82.0%	78.8%	(3.2)
May	79.2%	77.7%	(1.5)
June	78.7%	79.1%	0.4
MONTHLY AVG (Rolling 12 months)	77.6%	75.2%	(2.4)

Second Quarter 2010 Area Highlights

AREA	2009	2010	NET CHANGE
Clark County:			
Las Vegas	84.9%	82.5%	(2.4)
Laughlin	66.5%	64.7%	(1.8)
Mesquite	90.1%	83.9%	(6.2)
Lake Tahoe*	68.8%	61.8%	(7.0)
Washoe County	64.6%	67.3%	2.7
All other counties	57.4%	60.8%	3.4
QUARTER AVG (State)	80.0%	78.5%	(1.5)

The occupancy levels of Las Vegas, Laughlin, Mesquite, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Nights Occupied

The number of room nights occupied.

MONTH	2008	2009	PERCENT CHANGE
July	4,692,650	4,586,790	(2.3%)
August	4,787,641	4,482,806	(6.4%)
September	4,400,439	4,422,224	0.5%
October	4,493,048	4,453,431	(0.9%)
November	4,029,671	4,025,224	(0.1%)
December	3,869,409	3,853,986	(0.4%)

MONTH	2009	2010	PERCENT CHANGE
January	3,869,578	3,923,610	1.4%
February	4,020,016	4,058,262	1.0%
March	4,593,589	4,674,556	1.8%
April	4,551,723	4,574,757	0.5%
May	4,538,474	4,650,695	2.5%
June	4,389,208	4,593,594	4.7%
TOTAL (Rolling 12 months)	52,235,446	52,299,935	0.1%

Second Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:			
Las Vegas	10,875,886	11,164,668	2.7%
Laughlin	644,905	626,806	(2.8%)
Mesquite	151,395	136,593	(9.8%)
Lake Tahoe*	136,811	119,960	(12.3%)
Washoe County	1,027,813	1,074,504	4.5%
All other counties	642,596	696,515	8.4%
TOTAL (State)	13,479,406	13,819,046	2.5%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2008	2009	PERCENT CHANGE
July	182,502	185,848	1.8%
August	182,840	185,607	1.5%
September	183,769	185,880	1.1%
October	183,401	186,063	1.5%
November	183,821	186,569	1.5%
December	185,826	194,424	4.6%

MONTH	2009	2010	PERCENT CHANGE
January	185,202	193,345	4.4%
February	185,314	193,680	4.5%
March	185,894	193,782	4.2%
April	184,990	193,542	4.6%
May	184,798	193,049	4.5%
June	185,827	193,479	4.1%
END OF PERIOD	185,827	193,479	4.1%

Second Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:			
Las Vegas	141,030	148,524	5.3%
Laughlin	10,655	10,652	0.0%
Mesquite	1,780	1,790	0.6%
Lake Tahoe*	2,294	2,134	(7.0%)
Washoe County	17,769	17,787	0.1%
All other counties	12,299	12,592	2.4%
END OF PERIOD (State)	185,827	193,479	4.1%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of June 30, 2010.

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2008	2009	PERCENT CHANGE
July	\$ 1,316,048	\$ 1,164,869	(11.5%)
August	1,456,221	1,076,354	(26.1%)
September	1,651,574	1,132,799	(31.4%)
October	1,310,665	1,232,729	(5.9%)
November	1,373,214	1,018,303	(25.8%)
December	961,714	930,194	(3.3%)

MONTH	2009	2010	PERCENT CHANGE
January	1,167,888	1,189,286	1.8%
February	1,162,460	1,091,728	(6.1%)
March	1,215,146	1,232,607	1.4%
April	1,237,296	1,283,222	3.7%
May	1,222,912	1,305,339	6.7%
June	952,535	1,184,584	24.4%
TOTAL (Rolling 12 months)	\$ 15,027,672	\$ 13,842,014	(7.9%)

Second Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County	\$ 3,059,202	\$ 3,368,970	10.1%
Washoe County	228,101	250,365	9.8%
Douglas County*	22,378	39,132	74.9%
Elko County	44,761	46,678	4.3%
Carson City	14,102	13,377	(5.1%)
All other counties	44,198	54,622	23.6%
TOTAL (State)	\$ 3,412,743	\$ 3,773,145	10.6%

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County. Effective 7/1/09, room tax collections are reported for the month of business activity. All prior years' of monthly data has been updated as well.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2008	2009	PERCENT CHANGE
July	\$ 997,057,000	\$ 872,664,000	(12.5%)
August	934,142,000	847,035,000	(9.3%)
September	1,001,098,000	911,142,000	(9.0%)
October	904,982,000	800,347,000	(11.6%)
November	836,818,000	873,178,000	4.3%
December	888,046,000	859,261,000	(3.2%)

MONTH	2009	2010	PERCENT CHANGE
January	912,734,000	883,336,000	(3.2%)
February	830,971,000	946,615,000	13.9%
March	918,248,000	912,159,000	(0.7%)
April	859,471,000	810,456,000	(5.7%)
May	889,171,000	847,153,000	(4.7%)
June	818,268,000	763,814,000	(6.7%)
TOTAL (Rolling 12 months)	\$ 10,791,006,000	\$ 10,327,160,000	(4.3%)

Second Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Clark County:	\$ 2,169,980,000	\$ 2,044,731,000	(5.8%)
Strip	1,336,728,000	1,270,417,000	(5.0%)
Downtown	134,126,000	124,372,000	(7.3%)
Laughlin	123,732,000	117,373,000	(5.1%)
Mesquite	30,289,000	29,249,000	(3.4%)
County balance	545,105,000	503,320,000	(7.7%)
Washoe County	211,909,000	198,331,000	(6.4%)
Lake Tahoe*	51,349,000	48,146,000	(6.2%)
Elko County	67,877,000	65,350,000	(3.7%)
Carson Valley Area	25,833,000	26,583,000	2.9%
All other counties	39,962,000	38,282,000	(4.2%)
TOTAL (State)	\$ 2,566,910,000	\$ 2,421,423,000	(5.7%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2008	2009	PERCENT CHANGE
July	4,374,605	3,940,750	(9.9%)
August	4,329,001	3,886,919	(10.2%)
September	3,756,335	3,678,593	(2.1%)
October	3,930,551	3,846,771	(2.1%)
November	3,549,888	3,539,004	(0.3%)
December	3,495,261	3,411,331	(2.4%)

MONTH	2009	2010	PERCENT CHANGE
January	3,348,457	3,341,946	(0.2%)
February	3,371,335	3,184,564	(5.5%)
March	4,010,061	3,882,031	(3.2%)
April	3,903,004	3,733,722	(4.3%)
May	3,876,568	3,828,677	(1.2%)
June	3,810,533	3,801,659	(0.2%)
TOTAL (Rolling 12 months)	45,755,599	44,075,967	(3.7%)

Second Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,533,039	10,262,075	(2.6%)
Reno/Tahoe Int.	964,308	983,317	2.0%
North Las Vegas	24,535	35,077	43.0%
Laughlin/Bullhead Int.	50,933	54,744	7.5%
Elko Airport	10,666	10,939	2.6%
Henderson Exec. Airport	6,624	17,906 *	170.3%
TOTAL (State)	11,590,105	11,364,058	(2.0%)

Passenger counts may or may not include commercial, charter, and scenic tour airline traffic as well as local passengers.

*Maverick Aviation Group fully operational.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2008	2009	PERCENT CHANGE
July	2,491,537 *	3,066,937	23.1%
August	2,521,778 *	3,010,299	19.4%
September	2,059,826 *	2,525,610	22.6%
October	2,302,912	2,358,479 **	2.4%
November	2,271,328	2,038,817 **	(10.2%)
December	2,297,157	2,045,797 **	(10.9%)

MONTH	2009	2010	PERCENT CHANGE
January	2,186,902	1,676,145 *, **	(23.4%)
February	1,979,079	1,700,185 *, **	(14.1%)
March	2,272,142	1,859,379 *, **	(18.2%)
April	2,383,447	1,948,636 *, **	(18.2%)
May	2,586,146	2,060,351 *, **	(20.3%)
June	2,674,694	2,255,023 *, **	(15.7%)
TOTAL (Rolling 12 months)	28,026,948	26,545,658	(5.3%)

Second Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
I-15 at Primm/Jean	1,835,515	1,855,487	1.1%
I-15 at Mesquite	1,025,572	1,035,551	1.0%
I-80 at Verdi	1,284,194	- *	(100.0%)
I-80 at Wells	257,214	264,923	3.0%
All other entry points	3,241,792	3,108,049 **	(4.1%)
TOTAL (State)	7,644,287	6,264,010	(18.1%)

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to road construction on Interstate 80 at Verdi, the traffic totals for July through September 2008 and January through June 2010 do not contain any data.

**Due to road construction/equipment failure at various other entry points, the respective traffic totals for October 2009 through June 2010 do not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

MONTH	2008	2009	PERCENT CHANGE
July	3,320,848	3,360,089	1.2%
August	3,402,690	3,558,761	4.6%
September	2,578,625	2,725,334	5.7%
October	2,036,800	2,164,915	6.3%
November	1,446,310	1,326,993	(8.2%)
December	1,040,125	987,459	(5.1%)

MONTH	2009	2010	PERCENT CHANGE
January	939,063	881,403	(6.1%)
February	950,036	986,958	3.9%
March	1,596,326	1,663,319	4.2%
April	2,106,216	2,215,097	5.2%
May	2,704,419	2,480,211	(8.3%)
June	3,070,650	3,144,088	2.4%
TOTAL (Rolling 12 months)	25,192,108	25,494,627	1.2%

Second Quarter 2010 Area Highlights

AREA	2009	2010	PERCENT CHANGE
Nevada State Parks	938,049	902,483	(3.8%)
Great Basin Nat. Park	26,030	24,088	(7.5%)
Lake Mead Nat. Rec. Area	2,450,196	2,316,119	(5.5%)
Hoover Dam Visitor Center	229,976	213,165	(7.3%)
Grand Canyon Nat. Park	1,382,155	1,361,719	(1.5%)
Zion Nat. Park	939,503	918,522	(2.2%)
Bryce Canyon Nat. Park	522,990	599,179	14.6%
Death Valley Nat. Park	235,474	332,868	41.4%
Yosemite Nat. Park	1,156,912	1,171,253	1.2%
TOTAL (All Parks)	7,881,285	7,839,396	(0.5%)

Information Sources

CARSON CITY CONVENTION & VISITORS BUREAU

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.visitcarsoncity.com

CARSON VALLEY CHAMBER OF COMMERCE

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

ELKO CONVENTION & VISITORS AUTHORITY

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

ELKO REGIONAL AIRPORT

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

ELY BRISTLECONE CONVENTION CENTER

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

FALLON CONVENTION CENTER

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903
Fax: 775-423-8926 • www.fallontourism.com

HAWTHORNE CONVENTION CENTER

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountychamber.com

HENDERSON CONVENTION CENTER & VISITORS BUREAU

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.visithenderson.com

LAKE TAHOE VISITORS AUTHORITY

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.bluelaketahoe.com

LAS VEGAS CONVENTION & VISITORS AUTHORITY

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 877-847-4858
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MCCARRAN INTERNATIONAL AIRPORT

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704
Fax: 702-597-9553 • www.mccarran.com

NATIONAL PARK SERVICE

1849 C Street NW, Washington, D.C. 20240
202-208-6843 • www.nps.gov

NEVADA DEPARTMENT OF TRANSPORTATION

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

NEVADA DIVISION OF STATE PARKS

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • parks.nv.gov

NEVADA DEPARTMENT OF EMPLOYMENT TRAINING, AND REHABILITATION

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

NEVADA GAMING CONTROL BOARD

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • gaming.nv.gov

PERSHING COUNTY COMMUNITY CENTER

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.zplace2b.com/pccof

RENO-SPARKS CONVENTION & VISITORS AUTHORITY

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Fax: 775-827-7746 • www.visitrenotahoe.com

RENO-TAHOE INTERNATIONAL AIRPORT

2006 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • www.renoairport.com

TAHOE-DOUGLAS CHAMBER OF COMMERCE

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
tahoe.tahoechamber.org

TONOPAH CONVENTION CENTER

301 Brougner Ave., P.O. Box 408
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WENDOVER AREA CHAMBER OF COMMERCE & TOURISM

735 Wendover Blvd., P.O. Box 2468
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WINNEMUCCA CONVENTION & VISITORS BUREAU

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Nevada State Map

